

# San Benito COUNTY



CALIFORNIA



## UR DÉBUTANT

Heretofore, off the beaten path of our tourists, vacationists and travelers, San Benito is now a debutant among our California Counties. This belle of the State holds an *affaire d'amour* for those who have the pleasure of meeting her. Pretty? Benito is the Spanish "pretty"; the name chosen for this district in the early days by the Franciscan Father, even before its mission was built and long before there were dreams of the country. The name is apropos of the county today, for it is truly a debutant in beauty and a home for the ranch lover.

**Wedding of The Ways** Motoring from Yosemite to the sea has now an added attraction for the lover of the open road, due to the new highway which not only saves a detour of eight and three-fourths miles, but provides for the traveler a tour over rolling hills, down verdant valleys, through San Benito's picturesque land of production. The road from Yosemite lies through Merced over the Pacheco Pass, and as it winds down from the mountains, the first turn to the left leads onto the new road to Hollister, the direct route to the sea.

**Home** Wend your way up to Humboldt County, if it's the enormous Redwoods you fancy, or to Monterey for marvelous coast scenery. Travel down to Imperial County if interested in cotton production, but for a ranch, a home, and contentment, San Benito offers inducement which makes even the hardest city-wise business man yearn for the freer, richer, happier life of the country. To motor through such beautiful land is a great pleasure, but to have one's home and ranch there is ideal.

**The Country** San Benito County is a land of broad, fertile valleys folded amid hills that swell and slope up to the mountains that mark its boundaries; valleys rich in production of fruits, vegetables, berries, nuts, dairy products and poultry; rolling hills that hold wealth in livestock, hay, grain and minerals; mountains for grazing and for the motorist's outdoor life where the hunting and fishing sport flourishes. It is one of California's most central counties, located 100 miles south of San Francisco, and a junction of the coast highway with the new Yosemite-to-the-Sea Route. It contains 1377.5 square miles. Small? Yes, but like the jewels that come in small packages, it is the wealth of the land that speaks loudest. The county extends from northwest to southeast about 70 miles with a general width of about 20 miles. The 1920 Census placed its population at 8,995; today it is esti-

mated nearer 10,000. Nearly one-fourth of the acreage of San Benito is government, untilled land which fact should be taken into consideration in observing the production and population of the county. The total assessed valuation for 1922 was \$13,304,355. The basis for 1923 assessed acreage is 651,154.59 of the 882,014 acres of the county, the difference being government land.

**Subdivision** There is room in San Benito County for more people, and why? The reason is easily seen when we understand that we inherited from Spanish Mexico vast land grants, land given away by leagues, not by acres, because it was not highly valued. This land was most often the best in the country in finest valleys with living streams and great natural advantages. With these land grants, we inherited rainless summers. The Spaniard reasoned that diversity of crops was impossible and the land was good only for stock raising. The grower of cattle wants large holdings, so the first agriculture of the county was pastoral. There were no farms, there were "ranches" on which the addition of wheat to the stock raising was established and it was a land of large things, large estates, large crops, and large fortunes, but few homes, and vast stretches of undeveloped land. Times have and are changing in San Benito County for this land is productive of more intensive farming than just the raising of cattle and wheat. This is a natural evolution, not an experiment, and big steps are now being taken to multiply the number of land owners of modest size general farms.

Recently, the C. C. Lester orchards in the Ausaymas district, comprising 520 acres of developed orchards, was disposed of to a syndicate for the sum of \$462,000, and in less than ten days again sold in small lots. Some of this property brought as much as \$1,290 per acre, establishing a new valuation on orchard property in this part of the State. A corporation known as the San Benito Development Company has been organized for the purpose of subdividing and developing some of these large holdings, and 1923 is expected to be the banner year for the development of San Benito County in this direction.

Nature has laid the foundation for a marvelous agricultural life, and with the development of railroads, towns, irrigation facilities and highways, these farming opportunities have been made possible.

**Climate** A nearly perfect climate is one of the priceless gifts of this county. The topography explains. Looking to the west from a promontory of this section, we see the Gabilan or Santa Cruz Mountains which stand as protectors against the sharp, cutting winds of the Pacific, moderating the films of fog as they roll over these mountains from Monterey Bay, fogs which facilitate the plant growth of spring and summer. The heat of summer is never oppressive, for sufficient sea breeze is admitted to make the sum-



Cattle Ranch, San Felipe District

In Blossom Time

Vast Orchard Land

mers invigorating, not enervating. Evenings are cool and you welcome the covers.

Then turning our view to the east over the rolling, green hills, we behold the guarding Mt. Hamilton Range shielding us from the intensive heat of the San Joaquin Valley, which lies a front of those dim distant mountains which hold the valley of the Yosemite.

A happy medium in temperature is found here and the mountains explain it. A mean temperature of 56.6 degrees, with a variation of only 18.4 degrees during the year, is not bettered by even the much-heralded Naples of Italy or Mentone of France. The above figures are taken from the U. S. Department of Agriculture Weather Bureau report covering a period of fifteen years at Hollister. The same Bureau reports rainfall at Hollister over a period of thirty-nine years to be as follows:

July.....0.01	November...1.30	March.....2.41
August.....0.03	December...2.03	April.....1.06
September...0.14	January....2.78	May.....0.53
October.....0.74	February...2.91	June.....0.12
Annual.....14.06		

## Soil

The voluminous production of the county manifests the fertility and suitability of the soil. As would be expected in a land of valleys, hills and mountains, there is a wide range of soil texture. The valleys vary from the most light and powdery bench lands of the rivers and creeks through the loams and clays, sand and gravel of the orchard and pasture tracts to the heavy adobes of the hills. The mountains have their gravel and rock outcroppings, their mines of quicksilver and cement materials, their granite quarries and resources of many other minerals. Notwithstanding the mineral wealth of hills and mountains, they are on the whole little less fertile than the valleys. The soil there naturally is

of greatly varying depth, but largely the same consistency as that of the valleys with the addition of more or less forest loam.

## The Hollister Valley

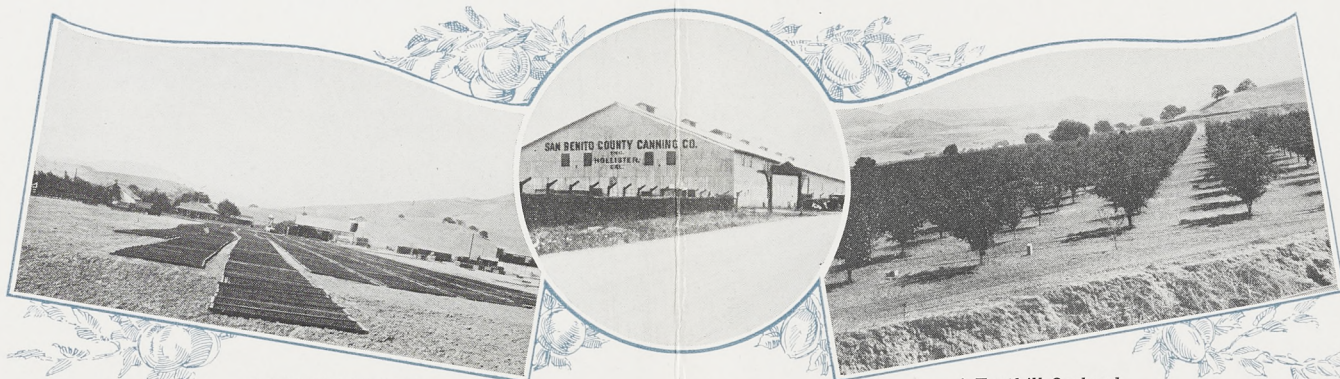
Inasmuch as the valleys contain little or no waste land and are practically level throughout, they are of great interest to the homeseeker. From the north the county is penetrated to a distance of twenty-five miles by the southern extremity of the rich Santa Clara Valley, and this section is known as the HOLLISTER VALLEY. Surrounding the city of Hollister are the prodigious fruit ranches, and it is a most imposing sight to see this, the largest orchard acreage in the county, during blossom time when each tree clads itself in its wealth of pink or white blossoms. This city is also the center of the poultry district.

Circling the valley toward the north you arrive in the Ausaymas District, which, due to its fine sedimentary, loam soil, is one of the new and prosperous fruit districts as well as an extensive seed farm section.

Bordering Santa Clara County is the San Felipe District, the dairying section of the county, where cheese is the chief product. This district is also of great importance as a producer of fine-blooded draft horses and beef cattle. In fact, it has an enviable reputation for these products and its marvelous grazing land where stock feed throughout the year. Also in the San Felipe District is the Rohnert Seed Farm, situated at Dunneville, where immense quantities of seeds are raised.

Just north of Hollister is the Bolsa District devoted mainly to dairying, grain, hay and fruit on the west side of the valley, and pasture lands, seeds and alfalfa on the east. This section enjoys lower cost of irrigation, due to the high underground water.

The Fairview District, located north of Hollister, has large acreage devoted to seed raising by the California Seed Company, and is rich

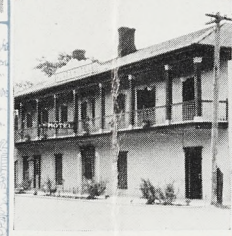


Drying the Apricots

A Foothill Orchard



General Castro's Headquarters in 1846



Mission, San Juan Bautista  
Hotel Plaza—Built in 1792



The New Cupola

#### HISTORIC POINTS OF INTEREST IN SAN JUAN

in its plantings of pear, apricot and prune orchards. The soil is of great depth and richness, and is irrigated from pumps.

Across the San Benito River from Hollister lies the Union District. Here are orchards, potatoes, berry patches and poultry farms, and toward the hills, acres of grain and hay. It is considered one of the richest fruit and truck raising sections in the county. Irrigation is by the gravity ditch system and also private pumping plants.

**The San Juan Valley** In the northwest corner of the county, separated from Santa Clara County by only a few rolling hills, following the San Benito River on the north and the bordering hills of Monterey County on the west, the two forming a body of land somewhat resembling a V, lies the beautiful San Juan Valley. It is a level stretch of intensely fertile and rich land. Approaching the valley from the north, one is confronted with vast acres of strawberry patches whose yield and length of season is the marvel of all newcomers. The other chief products of the valley are pears, prunes, apricots, apples, almonds, walnuts, seeds, sugar beets, grain, hay and alfalfa. Many dairies, the Old Mission Portland Cement Works, a large granite quarry, and the famous Mission San Juan Bautista, are located in the San Juan Valley.

**Tres Pinos District Valleys** The Tres Pinos District comprises the Santa Ana, Santa Anita and Quien Sabe Valleys. To the east of Hollister, lying among the rolling hills, are fields of grain, hay and vast pastures of the Santa Ana Valley. Like its sister valleys of the district, the Santa Ana and Quien Sabe, it drains into the Tres Pinos and San Benito Rivers. The particular agricultural products along the deep loam soil of the river benches are alfalfa, fruits and garden truck. Over the small hills are the vineyards and livestock ranches. Poultry and eggs are among the important shipments from this section.

**Paicines District** The valleys of the central and southern section of the county, while not as developed as those of the northern part, are of growing importance. Transportation and the large land grants have played their part in delaying such intensive production as is found

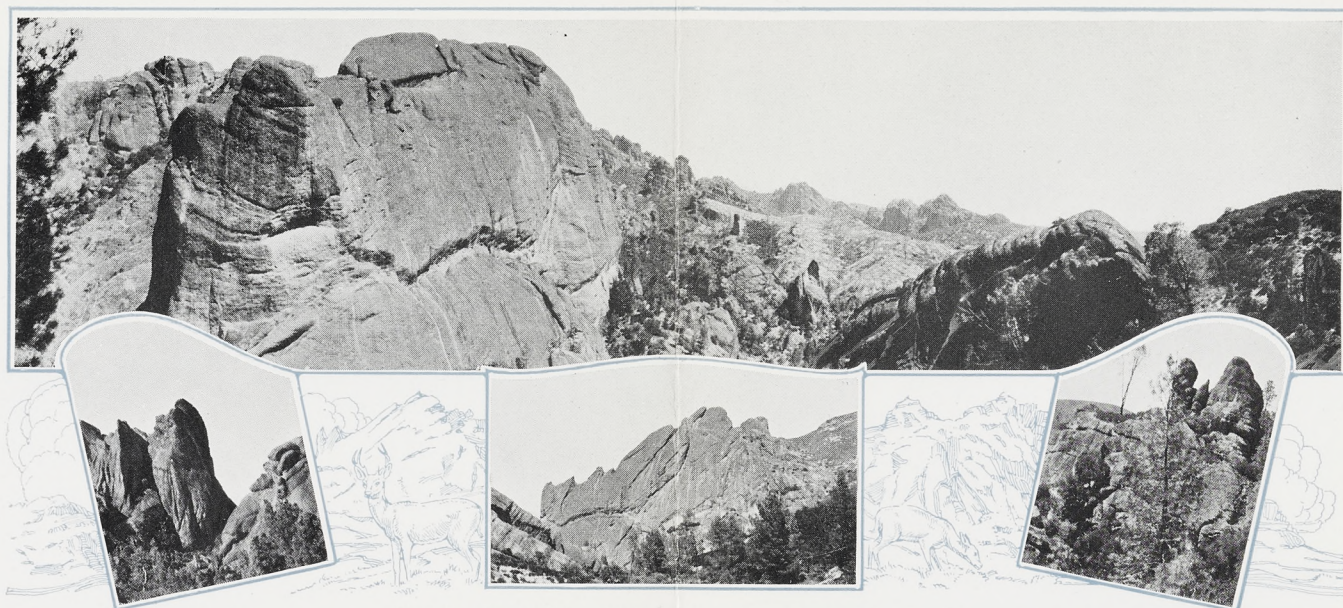
in the valleys surrounding Hollister. With the improvement in transportation and subdivision of the land, these valleys are coming into "their own" and furnish wonderful opportunities for the intensive farmer.

The Paicines District is best typified by the Paicines Rancho which is one of the most beautifully situated and largest ranches in Central California. It is conducted on a most modern agricultural basis. The rancho is noted for its pure-bred shorthorn cattle and alfalfa is raised most effectively. Of interest to the visitor are the Chinese pheasants and mountain quail which abound in the surrounding hills. The ranch is a city in itself, having comfortable dwellings for all its employees.

**The Big and Little Panoche Valleys** In the central part of the county, lying along the Panoche Creek, is the Big Panoche Valley and to the northeast, over the rolling hills, is the Little Panoche Valley. The soils of the valleys are deep and rich, of light powdery loam. The hills vary in texture from gravelly loam to gravelly clay. Both valleys are devoted almost entirely to the livestock industry, with barley and hay as the chief crops grown.

**The San Benito Valley** Along the San Benito River from Hernandez to a point just south of Paicines, is the San Benito Valley. Although the chief export from this section is beef cattle, the sedimentary loam soil produces ample hay and grain, fruits, berries and garden truck for the need of the ranchers. Water is obtainable at from 12 to 25 feet and drainage conditions are excellent.

**Bear Valley** Bear Valley is situated at an elevation of about 1,250 feet, along the Bear Valley Creek and near the Monterey border. The soils are greatly spotted, mostly of gravelly and sandy loam. Its products are wheat, oats, barley, hay, sheep and cattle. It is of growing importance in the production of fruits, berries and dairy products. The famous Pinnacles Forest Reserve is located here with its wonderful caves and gorges and excellent hunting is found throughout the valley.



SCENES FROM THE PINNACLES NATIONAL MONUMENT

## Bitterwater Valley

Located in the southwest corner of the county and drained by the San Lorenzo Creek, is the Bitterwater Valley. Its soil is deep and rich in humus and nitrogen. Alfalfa is grown in this district without irrigation and three to four cuttings are made per year. The largest apiaries of the county are located here where the bees feast on the blossoms of alfalfa, chaparral, manzanita and sage. Other chief products of this section are grain, hay, cattle, hogs and sheep. At the north end of this valley is one of the Associated Oil Company's large pumping stations.

## The Vallecitos Valley

The Vallecitos Valley is located in the southeastern extremity of the county. This entire valley is one of the finest natural pastures in Central California, and for this reason beef cattle raising is by far the most important ranch industry. This is the chief mining section of the county and here is located the New Idria Quicksilver Mines which were once the largest in the world.

## Orchards

This county offers great inducement to the orchardist. The deep, rich soil of the valleys, the favorable climatic conditions, the abundance of water from the mountain streams, and the accessibility to the markets make the raising of fruit such as apricots, prunes, peaches, pears and apples very profitable to the grower. At present there are 17,500 acres of bearing fruit trees in this county paying the producers as much as \$800 an acre, gross. It is estimated that the 1923 fruit crop will require 3,000 additional people to efficiently handle it.

Fruit growing from the beauty point of view is the most attractive of San Benito's ranch life; especially when one sees row after row of trees in these well-kept orchards. These trees with their white spats of lime wash, glossy leaves and boughs laden with fruit, stand as if at attention like an army on parade. Their drill ground of mulch is so well combed, hardly a weed has been missed by the harrow. Nature does half the work of fruit production and asks no share of the profits.

Figures from the County Horticulturist show bearing fruit trees in the county for the year 1923 to be over 752,000, and non-bearing trees over 267,000. The planting is increased about 25 per cent each year over that of the previous year.

During just four months of last year Hollister shipped 241 cars of green fruit, and would have shipped more had it not been held back by car shortage. With this corrected and the bumper crops of this year the shipments are expected to more than double. Eighty-three cars of dried fruit left Hollister during the last three months of 1922.

This county is one of the few that is free from nemetode, phylloxera and mealy-bug pests, and fruits from here win the majority of prizes at the annual fruit show at Berkeley.

## Apricots

Hollister has won the name "Home of the Apricot," due to the high quality and large production of this fruit in the Hollister Valley. The demand for apricots, as well as the price they bring, is steady and strong, growing with every recurring year. There are nearly 400,000 apricot trees in San Benito County at present. The orchardist makes no mistake in putting out apricots here.

## Prunes

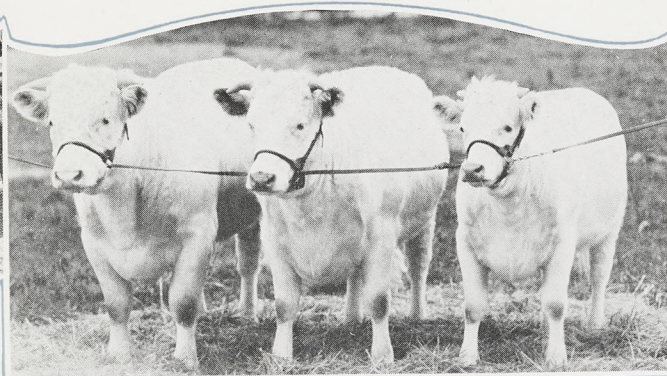
Prunes are of growing importance in the county. In number of trees they rank first in the county's fruit industry, but in production the apricots have the largest number of bearing trees. The prune trees total 111,319 non-bearing and 300,804 bearing trees. San Benito prunes grow prolifically and are high in sugar value. They necessitate less investment than apricots and bring a correspondingly lower return, but good results are obtained in many cases without irrigation and without fertilization. The French, Sugar and Imperial prunes are the popular commercial varieties grown, with some trend to Burbank and Silver.

## Peaches

Of the eighty-six thousand and more peach trees in the county, nearly half are young and non-bearing. This shows the wonderful advance in peach planting in this county where conditions are so favorable to the production of this fruit, unsurpassed in flavor and quality. The bulk of the peach crop, as Tuscan, Phillips and Henrietta, is shipped to the cannery. The Muirs are the drying peaches, and these are highly praised by the California Dried Peach Association.

## Apples

Apples do exceptionally well in San Benito County, yet are not grown in any great commercial quantity, due to the fact that conditions are so favorable for



1. Entrance: World's Largest Hay Warehouses
2. Cattle Ready for Market
3. Prize Winning Short Horns
4. A Stock Ranch Home
5. Sheep Are Profitable on the Vast Grazing Land

San Benito Cannery, and peaches second at the Hollister Cannery. For third place, tomatoes and peaches are reversed at the respective canneries, with pears bringing up the rear.

The canning industry is an important industry in the county. The above mentioned concerns combined paid out approximately \$94,000 for labor during the 1922 season, showing the importance of employment given as well as a market for the grower.

## Irrigation

The great and important keynote of California's land development is, as we all know, irrigation. San Benito County is fully awake to the advantages and bounteous returns from this source, and has every reason to be proud of its irrigation systems. There are three sources of water supply: the streams of the valleys, from which the water is brought to the land by gravity ditches; the artesian wells, from some of which the water must be pumped; and the pure spring water of the El Gabilan Mountains and Grass Valley, brought eighteen miles to Hollister and vicinity.

The San Benito Land and Water Company is the largest company supplying water to the farmers, due to its extensive reservoirs back in the mountains, wells and river resources. The irrigation enterprises were capable of irrigating 17,252 acres in 1920. At present an irrigation district is being formed for the purpose of diverting the waters of the Tres Pinos and San Benito Rivers, which flow to the ocean through the Pajaro Valley. This new system will irrigate 35,000 more acres in the Hollister and San Juan Valleys.

## Stock Raising

One of San Benito's oldest and most important industries is stock raising. Since the early Spanish days, the days of the big ranches, this county has been noted for its fine breeds. In those early days both the valleys and hills, as well as the mountains, were used for stock almost exclusively. Today the farmer and fruit grower have forced the stock ranches back into the hills, for the deep, rich soil of the valleys bring forth greater profit from farming due to the development of transportation, cultivation and irrigation. But with all these later industries, stock raising has continued, you might say, to be the backbone of the county's production. The hills and mountains particularly of the southern end of the county, some valleys there, too, are still cheap enough to be ideal stock ranches. Such thoroughbred herds as Shorthorns, Herefords and Aberdeen Angus have won for this little county world renown. The Paicines Rancho, Pachero Cattle Company, T. T. Miller and the Barco

the raising of other fruits. There are about 17,300 apple trees, consisting mainly of Newton Pippins, Belleflower and Pearman.

## Pears

Pears are important in the county's fruit industry. The warm summer days tempered with the ocean breeze and fogs from Monterey Bay, produce a pear of unsurpassed quality and appearance, which is an extremely good shipper. There are about 100,000 of these trees in the county, consisting mainly of the Bartlett variety.

## Cherries

The fact that 3,469 of the 5,341 cherry trees are the young non-bearing trees is indicative of the progress in cherries.

## Nuts

There are over 14,000 almonds and nearly 9,000 walnut trees in the county, which shows the favorable conditions for such orchards.

## Grapes

San Benito's hillsides produce the finest quality of grapes extremely high in sugar content. Large quantities of these are shipped to the San Joaquin Valley to be mixed with the grapes of that valley because the San Benito grapes have double the sugar content of the others. In October, 1922, Hollister shipped 28 cars of grapes. The Gabilan range of mountains from San Juan southeasterly to Coalinga, is especially adapted to this industry.

## Canning

The two most important canning companies of the county are The Hollister Canning Co. and the San Benito County Canning Co. Their reports for the season of 1922 show disbursements for fruits, vegetables and labor over \$138,000 and \$132,000, respectively. Apricots head the lists of both concerns in amount purchased, with tomatoes second at the



(1)

1. One of the Water Supplies for Irrigation
2. Raising Sweet Peas for Seed
3. Field of Onions for Seed
4. A Seed Farm Home
5. Cleaning and Drying the Seed for Market

Rancho have made extensive efforts to raise thoroughbred stock. Thoroughbred draft horses of the Percheron and Belgian breeds are among the prize winners.

## Pasture

The majority of the pasture land of the county is very desirable for beef cattle and horses. It is a beautiful sight to see acre after acre of waving, knee-high pasture over which the sleek cattle or inquisitive horses, with their wobbly-legged colts, graze in the springtime. Besides the natural pasture the stock men feed grain, hay, alfalfa and sudan grass, and in some cases such fattenings as silage, rolled barley and cottonseed meal.

## Sheep

The Big and Little Panoche Valleys are considered the best sheep sections, notwithstanding the fact the industry is carried on in other parts of the county. Most of the flocks are cross breeds with some Hampshire and Rambouillet full-blood stocks. The Corriedale breed is one of the best grades for this county. The pasture is generally on stubble during the summer months, and shearing takes place twice each year. In the contests of the California Wool Growers, San Benito County has recently received second and third place for wool-producing sheep.

## Hogs

Nearly every stock farm has its quota of hogs, although there is no concentrated effort in the development of this phase of the industry. The finest of the breeds found here are Berkshires, Poland China and Duroc Jersey. Feed varies from the mountain acorns to skim milk and stubble fattening.

## Statistics

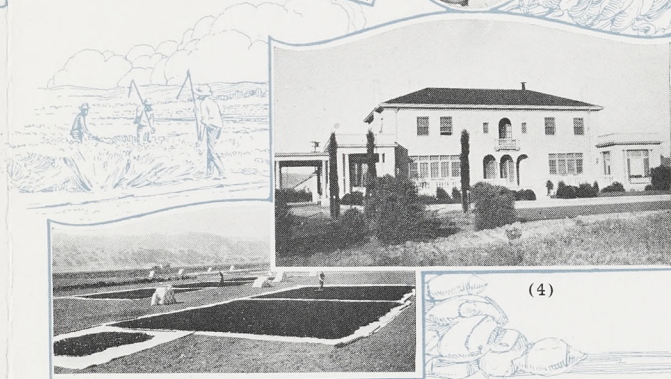
The statistical report of the California State Board of Agriculture states that San Benito County had in 1921, 27,928 beef cattle and 5,160 dairy cattle, the total value of the two being \$1,933,397. There were 5,219 horses, valued at \$418,069; 14,875 sheep valued at \$183,981, and 9,003 hogs valued at \$107,495. The total value of all domestic animals was placed at \$2,660,376. At present San Benito County ships about 300 car loads of cattle each year.

## The Homes

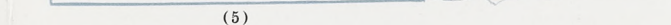
The stock farms are picturesque in their settings, beautified by their mountain surroundings, they usually gaze down with a wonderful panoramic view o'er the valleys.



(3)



(4)



(5)

Thomas S. Hawkins, a prairie schooner pioneer of 1860, expressed his impression of Rancho El Gabilan in the following words:

"Beyond the crest of Gabilan,  
I know a valley wond'rous fair,  
Where Nature, with a bounteous hand,  
Has scattered beauty everywhere."

The homes of many of the stock men are as artistic and comfortable and down-to-date as the modern city homes. They have all conveniences, and furthermore, that great joy of living amid the natural glories of the hills where deer and quail are numerous and thrive on the abundance of feed that nature has furnished them.

## Dairying

The dairying industry is an all-the-year-round income producer. The artesian belt of the San Felipe District is particularly adapted to this industry, due to the large acreage of alfalfa which grows there prolifically. The Hollister and San Juan Valleys, the Tres Pinos District and territory for many miles south are also ideal for dairying.

Dairymen state that one acre of alfalfa in San Benito County will support one cow. Other supposedly good dairying districts require at least fifty per cent more land for the one animal. The dairy cow is the new settler's best friend; with a few cows and a few acres in alfalfa, he soon has a regular monthly cash income sufficient for the support of himself and family.

The county has two cheese factories and this important industry is a big factor in the success of the dairy business. Large quantities of milk are sold to the Alpine Condensery at Hollister, the Hollister Creamery, and a ready market for cream is found along the lines of the Southern Pacific.

San Benito County has the best cow testing association in the



Poultry Provides Income While the Orchard is Maturing

State. Nine hundred and fifty out of every 1,000 cows are under test for butter fat.

**Seed Farms** Picture the colorful sight of acre after acre of sweet peas. Imagine the fragrance that is diffused from these blossoms, and you will have some idea of the vastness of the seed-raising industry found here. For all of these are raised from seed, and not only sweet peas but vegetables and flowers with their hundreds of derivatives, too numerous to mention.

With approximately 15,000 acres devoted to seed raising, San Benito County has some of the largest seed farms in the world. Such concerns as C. C. Morse & Co., Waldo Rohnert, California Seed Growers Association and Braslan Seed Growers' Co., have selected this county for their seed farms. This fact shows that these experts have complete confidence in San Benito soil and climatic conditions for their industry. The San Felipe, Fairview and San Juan Districts are the important seed-raising sections of this county due to the fine quality of soil, late moisture and general climatic conditions.

The soft variegated hues of the many flowers in bloom form a most pleasing picture, while their fragrant odors fill the air for miles around with delightful perfume.

## General Farming

Although much of the valley land once grain and cattle ranches is now set out to fruit, there still remains vast acreage devoted to grain and hay.

In 1921 there were about 16,700 acres in grain, mostly barley and wheat, with some oats and corn. Large grain warehouses with from 2,000 to 13,000 tons capacity are located at Hollister and Tres Pinos. San Benito was primarily a hay and grain county, but within recent years fruit has become a strong rival for supremacy.

## Hay and Grain

The climatic requirements for first-grade hay are all fulfilled in this county, and the product is sweet, rich and sun-cured, often commanding a bonus in the hay market. In 1921 there were

24,947 acres of grain cut green. The combined acres in hay and grain in the Hollister Valley at present are approximately 25,000, with a yearly production of about 45,000 tons of hay and 6,000 to 7,000 tons of grain. Fifty per cent of the hay from San Benito County is shipped to southern points, some to Humboldt County and Oregon, and much quality red oat hay goes to the East for racing stock. The Tres Pinos section and southern end of the county have about 35,000 acres in grain and hay, which is shipped from Tres Pinos.

The Lathrop Hay Company's warehouses at Hollister are the largest hay warehouses in the world. They are 420 feet long, 108 feet wide and 70 feet high, holding 6,000 tons of hay or about 50,000

bales each. Hollister shipped approximately 1,003 cars of hay and about 1,587 tons by truck in 1922. The first three months of 1923 totaled 466 cars from Hollister alone.

## Tomato Cauliflower Lettuce

Garden truck, such as tomatoes, cauliflower and lettuce, are highly profitable crops and are often grown between the rows of young fruit trees. This intercropping makes the new orchard pay a profit from the day it is set out.

During the season of 1922 the San Benito County Canning Company and the Hollister Canning Company paid to growers nearly \$54,000 for tomatoes. Lettuce and cauliflower are iced and shipped direct to the Atlantic Seaboard. One farmer of a small tract of land shipped 150 cars of lettuce during 1922, which brought very fancy prices in New York City. Just during this past month of May, 1923, 54 car loads of lettuce were shipped from Hollister, and in March of 1922, 29 cars of cauliflower left this city.

## Garlic

Garlic is raised very profitably in San Juan Valley and has proven to be the only garlic that will keep all winter in the eastern market. During one month of 1922, Hollister shipped 20 cars of garlic. It has been estimated San Benito County raises enough garlic each year to supply one clove to every man, woman and child on the face of the globe.

## Potatoes Onions Corn

Potatoes, onions and corn produce good returns and are grown quite extensively. One can hardly find a ranch or farm which has not its own abundant supply of garden truck. Garden products are delivered in San Francisco by motor trucks within five hours, thus quickly placing the product in the State's largest market.

## Strawberries

The San Juan District strawberries are among the finest in the State and possibly the finest in the world. San Juan berries sell at a premium in San Francisco and are packed and marketed nine months in the year.

## Poultry

San Benito's cackle of many thousands of hens carries a song of certain profits and here is the reason. Certain favorable conditions are necessary in poultry raising, such as suitable climatic conditions, abundant sources of feed at reasonable prices, and proximity to markets. The Hollister Valley, where the poultry industry is carried on extensively, provides all of these conditions in an ideal manner.

The summer months are never sufficiently hot to cause a marked falling off in the egg yield due to the sea breezes from the Monterey Bay region which visit the valley enough to give a moderate summer temperature, yet which never attain the violence of a dangerous gale. The fact that the winters here are free from frost and snow makes it unnecessary to erect expensive buildings for the shelter of fowls, and renders it possible for them to be out of doors the maximum number of days during the year.

Competition in the Hollister Valley has always been keen among several of the large producers of mill products, thus making it possible to buy these poultry foods at unusually low prices. The large grain farms are adjacent to this district, and barley and wheat can be bought in quantity direct from the grower. There is abundant land at reasonable prices in the immediate neighborhood of Hollister to supply prospective poultry raisers with the necessary area, not only for the care of fowls, but for the raising of the essential green plants, such as alfalfa and kale, to supplement the daily ration of grain and mill products.

The local poultry association has been an important factor in maintaining market prices at high level throughout the year. A live association coupled with the excellent transportation facilities and nearness to the large market offered by the metropolitan San Fran-

cisco Bay District, whose population is now well over one million, make an income from this industry well assured. The statistics for 1921 show that San Benito County produced 28,826 fowls and 367,415 dozen eggs. The value of poultry and eggs for that year was \$208,210.

Hollister has several extensive hatcheries which, in some cases, ship day old chicks throughout the Pacific Coast and as far East as Salt Lake City. The proprietor of one of these hatcheries states: "There has never been a time in the last several years when our incubator capacity of 50,000 to 60,000 eggs was sufficient to meet the demands made upon us. Our local conditions have enabled us to produce an unusually sturdy and productive strain of White Leghorns, and we are also proud of our success in raising a highly-productive and virile strain of Black Minorcas."

## Small Capital

For the man with small capital who desires to make a start for himself, the poultry industry offers an admirable opportunity. With a relatively small outlay of capital, coupled with a willingness to work and apply himself, any one can soon make a good living for himself and begin to accumulate savings. It was in this way that many of the leading orchardists made their start. After a few years in the poultry business, they accumulated sufficient funds to make their first payment on orchard land, and in a few years more were able to develop sufficient income to turn their poultry interests over to other hands.

## Bees

The newcomer can well consider having a few hives of bees, for bee-keeping is highly profitable as a side line, especially wherever alfalfa is grown. In such a favorable climate as this the little busy-bodies can work at least a part of every month in the year. All the honey produced in the county sells readily in the local markets.

## Cement

The plant of the Old Mission Portland Cement Company is located at San Juan and is at present the largest industrial enterprise in the county. Its properties amount to over 11,000 acres in fee and mineral rights, and are served by seventeen miles of railroad and sidings. The plant is electrically driven with a connected load of 2,500 horsepower and uses about 700 barrels of fuel oil per day. It operates twenty-four hours each day, 365 days each year, and has a daily output of 8,000 sacks of "OLD MISSION" Portland Cement made by the "WET" process. The payroll for all operations approximates \$1,000 per day. The company plans to double its capacity in the next year and transportation facilities will be extended into the Gabilan Range, tapping great natural resources heretofore inaccessible.

## Quicksilver

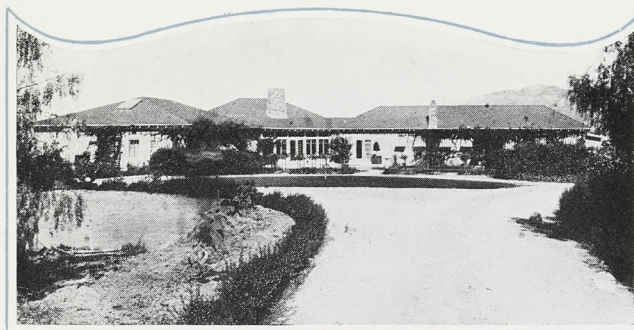
The New Idria Quicksilver Mining Company's holdings are located at the southern end of the county. This mine was one of the largest producers of quicksilver in the world and after a period of inaction is now being prepared for operation on an extensive scale. When running in full capacity the company employs about 500 men. The production of quicksilver in 1917 amounted to 11,150 flasks valued at \$1,057,770.

## Granite

Along the west range of hills and further south than the cement out-croppings are extensive granite quarries. The Granite Rock Company has supplied vast quantities of crushed rock for road ballast and macadam for road building to the Southern Pacific Company and neighboring counties.

## Additional Minerals

During the year 1923 there is a standing order for two cars each day of Dolomite Rock. Other mineral resources of the county are cinnabar, magnesite, manganese, lime rock, antimony, bituminous rock, chromite, gypsum, gems, soapstone and various others, including coal.



The Residence of a Rancher in San Benito County

## Oil

In the southern end of the county several oil syndicates are boring, this being a continuation of the Coalinga fields and located between the proved Coalinga and the Chittenden oil fields. Other wells are being put down on the holdings near Sargents Station.

## Roads

Every important district of San Benito County is traversed by excellent roads for which the county has every reason to feel proud. The fact that there is one automobile to every five people in the county is an index to good roads. Notwithstanding the fact that the road from Yosemite to the Sea is in splendid condition, a pleasure for the motorist, bonds have been approved for paving this highway through the Pacheco Pass, and within a few years the complete route will be a glass-like ribbon of travel.

## Hunting and Fishing

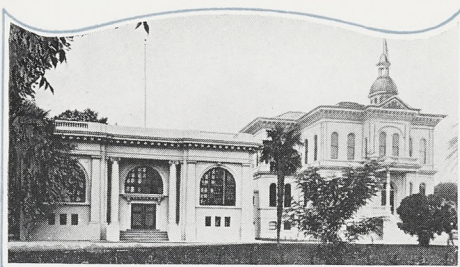
The county has an abundance of game for the hunter and plenty of fish for the angler during the proper season. Of the furry animals, the deer is the most popular to the sportsman. The mountain trout is the finny fellow for the fisherman, and at the first of the season trout 20 to 22 inches in length are caught in these mountain streams. The best hunting for the feathery fowl is the valley quail, although fine duck hunting is to be had not far distant by way of the Pacheco Pass.

## Hollister

Hollister, the county seat, is a thriving metropolis of about 4,000 population. It is located in the center of the great apricot district of the Hollister Valley, on the Hollister-Tres Pinos branch of the Southern Pacific Railway, and eight miles of highway connects it at San Juan with the Coast Route to San Francisco. It is the natural business center of this productive county, and knowing that in agricultural districts town growth is proportionate to the rural progress, it is obvious that Hollister should attain its present prominence. For a wealth of produce flows here for its clearing house and these rural people have great need for municipal service. But Hollister has not waited for these demands to grow; it has been one step ahead, and from present indications it is out for a record.

The city's paved streets, lined with electroliers, are bordered with progressive business establishments or bordered with beautiful homes among shrubs and trees of most every variety and roses galore. Comfort, luxury and hospitality bespeak themselves to the passerby.

The city's early history is interesting. Colonel W. W. Hollister, a pioneer of the State and one of, if not the first, to drive sheep across the continent, became owner of the eastern portion of the large Spanish grant called San Justo. In 1868 a corporation composed of fifty farmers named the San Justo Homestead Association, and



Hall of Records,  
and  
Court House,  
Hollister

whose president was T. S. Hawkins, bought from Colonel Hollister 21,000 acres in the western part of the San Justo Rancho for the sum of \$400,000. The association divided the land into fifty homesteads and a townsite of 100 acres in the center of the tract was laid out into blocks and lots. From this inception the city of Hollister has made a constant and substantial growth.

Hollister is not a boom-built city. Its growth has been natural and on a conservative and sound basis. Thus its aggregate is a complete city unit from bootblacks to banks. Its educational, religious and social life are above par. Industriousness is demonstrated in its canneries, packing houses, cement pipe manufactories, milk condenseries, hatcheries, stock and lumber yards, granaries and various other important businesses. Here are located the largest hay warehouses in the world. The housewife has all the conveniences of electricity, gas and pure water. Electricity is furnished to Hollister, in fact all of the county as well, by the Coast Counties Gas and Electric Company; the gas supply is furnished by a local gas plant, and the Hollister Water Company owns a costly and unfailing system which supplies ample high-pressure water to the city and suburbs. This water is piped eighteen miles distant from a stream high up in the mountains, and is especially praiseworthy for its purity and softness. The Hollister Water Company also owns a system of wells for emergency use and can supply easily 10,000 to 12,000 more people.

Grouped near the center of the city stand the Court House, Hall of Records and County Jail. The well-kept buildings and grounds form an attractive civic center. The Carnegie Public Library and the Hazel Hawkins Memorial Hospital are attractive for their architectural beauty as well as the completeness of appointment.

The churches are seven in number. They are Catholic, North Methodist, Presbyterian, Christian, South Methodist, Episcopal and Christian Science. The North Methodist Church has just completed its fine new building.

A question appropriately asked is, "What about the schools?" And San Benitoites are gratified to answer. The San Benito County High School is located at Hollister. Its courses of study are varied and thorough and its graduates, accredited to Stanford University and the University of California, have made good records in their higher studies.

Besides the two Hollister Grammar Schools, there are 38 grammar schools in the county. The proper school training of the children is well guarded, and Hollister as well as the county may be well pleased with their attainments. It is practically assured that this progressive community will always remain foremost in education.

Under the able management of the First National Bank of Hollister and The Bank of Italy's branch bank at Hollister, the valuable asset of proper financing for development is maintained.

The Pacheco Pass Highway and the eight-mile lateral to Hollister puts this city in the most direct route from Yosemite to the sea and affords the motorist an added inducement to visit this garden city in its garden setting.

**Tres Pinos** Tres Pinos is situated in the San Benito Valley, six miles south of Hollister, at the terminus of the Southern Pacific's branch railway of that name. It is in the hay and grain district, of which it ships vast quantities every year.

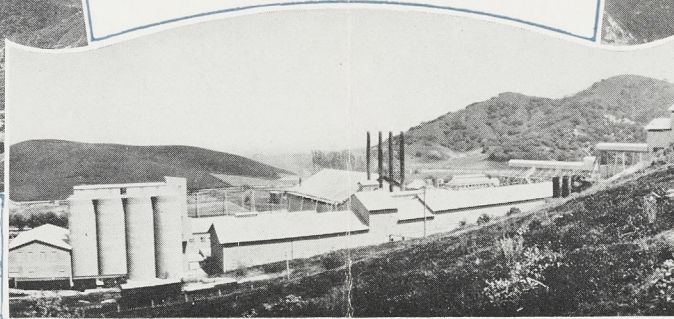
**San Juan** San Juan, eight miles west of Hollister, is one of the few real old towns of California which still holds the charm and picturesqueness of early Spanish days. It is here that the famous old Mission San Juan Bautista is located, and San Juan has many old adobe buildings, among which are General Castro's historic old "Castle" and the Plaza Hotel, which was built in 1792, opened as a hostelry in 1856 and is still open to its guests.

**The Mission** In the heart of San Juan, set on a hillock amid series of seed farms, is the famous old Mission San Juan Bautista. It was founded in 1797 by the Franciscan Fathers and dedicated to St. John the Baptist. This relic of the early Hidalgo days with its thick adobe walls and roofs of pottery tile, is an attraction sought by thousands, and in its collection of quaint books, records and relics, and its stories, too, is found

### THREE OF SAN BENITO'S INDUSTRIES Old Mission Portland Cement Company's Plant



The New  
Idria Quicksilver  
Mine



One of the  
Granite Rock  
Company's  
Quarries

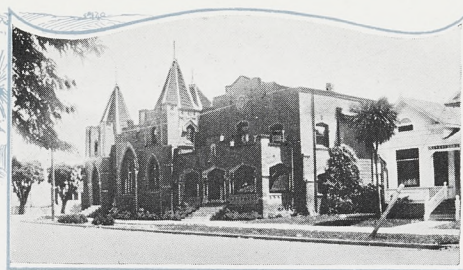
a wealth of interest for the lover of romantic California history. This mission was most noted among its sister missions for its bells. There were nine at one time, all cast in Peru, and their tone quality is said to have been the finest of the mission chimes. But one of these bells remains here at the present time. Preservation of this old monastery is one of the State's ardent desires, as has been shown in the donations for protecting it. San Juan recently raised \$3,000 among its citizens for this purpose, and at present the cupalo is undergoing a process of restoration.

**The Pinnacles** Some 38 miles south of Hollister in the center of the Pinnacles National Monument are the wierd and wondrous masses of rock known as The Pinnacles. These huge needle-like tors of igneous rock tower as high as 1,500 feet into the air, some split by deeply-carved canyons, in which gigantic boulders have rolled from these mountain tops and hang suspended between the walls. These imposing out-croppings which nature fashioned in turrets, spires and multi-colored facades are a creation so unique, so wonderful and interesting that they rival, in magnitude and coloring, the world-famous "Garden of the Gods."

This national monument, comprising 2,080 acres, is surrounded by a forest reserve in which state laws protect all wild game, and it is a common sight to see herds of deer or other game abundant.

The Pinnacles are easily reached by a good automobile road from Hollister through Tres Pinos, Paicines and Cook.

One of the  
Many Fine  
Churches in  
Hollister



## Come to San Benito

In conclusion, we ask that you visit San Benito County. See whether these glories have been magnified. Visit the orchards and farms, examine the business status, investigate the living conditions. Consider the present wealth of the county and that to be developed. You will verify our statements and your dream for your ideal home will be fulfilled. Health, happiness and general prosperity are the rewards of those who work these soils faithfully and intelligently, with bounteous Nature meeting them more than half way.

## FURTHER INFORMATION

regarding San Benito County will be cheerfully furnished by the following named public organizations:

San Benito County Chamber of Commerce, Hollister, California.  
San Benito Development Company, Hollister, California.  
San Benito County Realty Board, Hollister, California.  
Hollister Merchants Association, Hollister, California.  
San Juan Board of Trade, San Juan, California.

Write or call for detailed report on any part of the county's great advantages. Learn why we adopted the slogan:

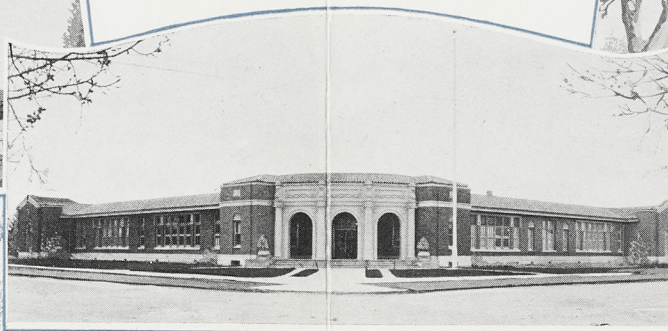
*"Blessed with Nature's Best  
A little effort does the rest."*

## THREE OF HOLLISTER'S SCHOOLS

New Grammar School



San Benito County  
High School



Grammar School

# MAP OF SAN BENITO COUNTY CALIFORNIA SHOWING DIRECT ROUTE FROM YOSEMITE TO THE SEA

YOSEMITE  
NATIONAL  
VALLEY  
PARK

EL PORTAL

WAWONA

MERCED

FRESNO

FRESNO

OIL FIELDS

COALINGA

STANISLAUS

SANTA CLARA

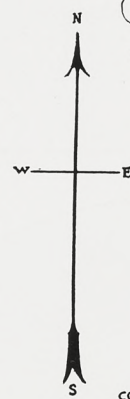
MERCED CO.

PACHECO PASS

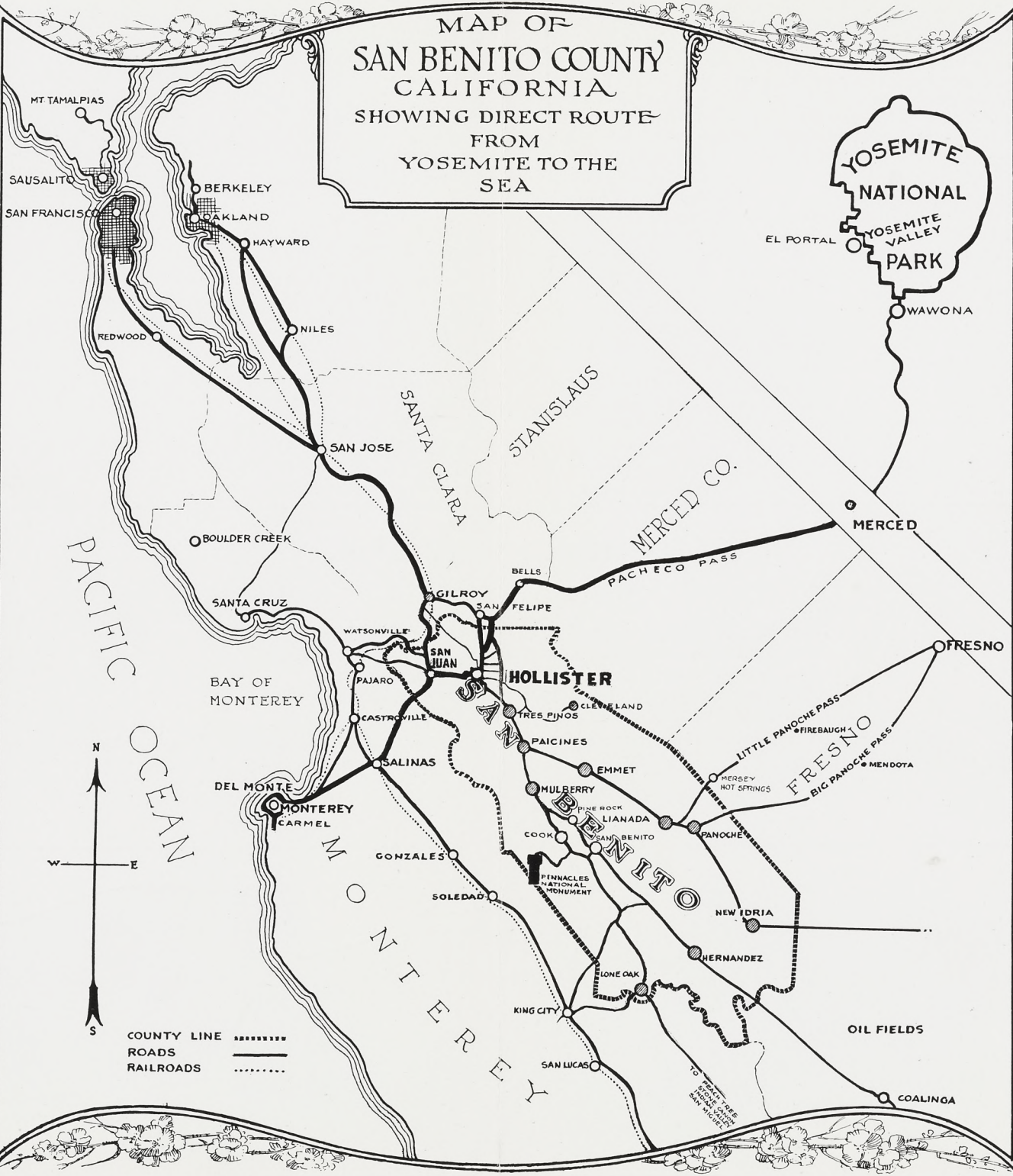
LITTLE PANOCHÉ PASS

BIG PANOCHÉ PASS

PACIFIC OCEAN



COUNTY LINE  
ROADS  
RAILROADS





# San Benito COUNTY



**CALIFORNIA**